

Julie Balise

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EXPERIENCE

Massachusetts General Hospital, Boston — *Web producer*

FEBRUARY 2016 - PRESENT

I produce about 180 marketing emails yearly, including event invitations, newsletters and solicitations, and provide reports on their performance. I manage the Development Office website by creating event and donation pages, updating the homepage and copy-editing and publishing articles. I provide extensive support for the community fundraising platform.

SFGATE, San Francisco — *Web producer*

DECEMBER 2013 - DECEMBER 2015

I ran SFGATE's coverage of business, technology, careers and cars. I launched the Office Space series, which gave print and online readers a look inside Bay Area businesses, from startups to tech giants.

MSN Money, New York — *Production editor*

MAY 2013 - NOVEMBER 2013

I managed the Twitter, Google+ and Facebook accounts for MSN Money. I produced content about investing, personal finance and real estate.

The Boston Globe, Boston — *Content producer*

AUGUST 2011 - MAY 2013

I covered cars, jobs and real estate for Boston.com. I was an overnight producer on the team that launched BostonGlobe.com.

Gatehouse Media New England, Milford, MA — *Reporter*

JULY 2010 - AUGUST 2011

I covered Mendon, Upton, Medway and Wellesley online and in print for the Milford Daily News and the Wellesley Townsman.

EDUCATION

Northeastern University, Boston — *Bachelor of Arts, Journalism*

SEPTEMBER 2005 - JANUARY 2010

I graduated summa cum laude, with a focus on digital and print journalism. I earned minors in history and international affairs.

SKILLS

Proficient in several content management systems, including Methode, WordPress and the WCM.

Email marketing automation with Marketo.

Photo editing with Adobe Photoshop.

Video editing with Videolicious app.

ACHIEVEMENTS

Pulitzer Prize in Breaking News Reporting (2014)
I contributed to The Boston Globe's coverage of the 2013 Boston Marathon bombing.

Raised \$6,000 for Dana-Farber Marathon Challenge (2013)
I earned a bib for the 2013 Boston Marathon.

LANGUAGES

HTML, CSS, Bootstrap